

subsequently appended claims.

What is claimed is:

| Variable       | Mean    |      | SD      |      | t       |      | p       |       |
|----------------|---------|------|---------|------|---------|------|---------|-------|
|                | Control | Case | Control | Case | Control | Case | Control | Case  |
| Age            | 30.5    | 30.5 | 1.5     | 1.5  | 0.0     | 0.0  | 0.999   | 0.999 |
| Gender         | 1.0     | 1.0  | 0.0     | 0.0  | 0.0     | 0.0  | 0.999   | 0.999 |
| Education      | 12.0    | 12.0 | 1.0     | 1.0  | 0.0     | 0.0  | 0.999   | 0.999 |
| Income         | 1.0     | 1.0  | 0.0     | 0.0  | 0.0     | 0.0  | 0.999   | 0.999 |
| Marital status | 1.0     | 1.0  | 0.0     | 0.0  | 0.0     | 0.0  | 0.999   | 0.999 |
| Occupation     | 1.0     | 1.0  | 0.0     | 0.0  | 0.0     | 0.0  | 0.999   | 0.999 |
| Religion       | 1.0     | 1.0  | 0.0     | 0.0  | 0.0     | 0.0  | 0.999   | 0.999 |
| Health status  | 1.0     | 1.0  | 0.0     | 0.0  | 0.0     | 0.0  | 0.999   | 0.999 |
| Family size    | 1.0     | 1.0  | 0.0     | 0.0  | 0.0     | 0.0  | 0.999   | 0.999 |
| Urban/rural    | 1.0     | 1.0  | 0.0     | 0.0  | 0.0     | 0.0  | 0.999   | 0.999 |
| Time of day    | 1.0     | 1.0  | 0.0     | 0.0  | 0.0     | 0.0  | 0.999   | 0.999 |
| Season         | 1.0     | 1.0  | 0.0     | 0.0  | 0.0     | 0.0  | 0.999   | 0.999 |
| Weather        | 1.0     | 1.0  | 0.0     | 0.0  | 0.0     | 0.0  | 0.999   | 0.999 |
| Time of day    | 1.0     | 1.0  | 0.0     | 0.0  | 0.0     | 0.0  | 0.999   | 0.999 |
| Season         | 1.0     | 1.0  | 0.0     | 0.0  | 0.0     | 0.0  | 0.999   | 0.999 |
| Weather        | 1.0     | 1.0  | 0.0     | 0.0  | 0.0     | 0.0  | 0.999   | 0.999 |
| Time of day    | 1.0     | 1.0  | 0.0     | 0.0  | 0.0     | 0.0  | 0.999   | 0.999 |
| Season         | 1.0     | 1.0  | 0.0     | 0.0  | 0.0     | 0.0  | 0.999   | 0.999 |
| Weather        | 1.0     | 1.0  | 0.0     | 0.0  | 0.0     | 0.0  | 0.999   | 0.999 |
| Time of day    | 1.0     | 1.0  | 0.0     | 0.0  | 0.0     | 0.0  | 0.999   | 0.999 |
| Season         | 1.0     | 1.0  | 0.0     | 0.0  | 0.0     | 0.0  | 0.999   | 0.999 |
| Weather        | 1.0     | 1.0  | 0.0     | 0.0  | 0.0     | 0.0  | 0.999   | 0.999 |
| Time of day    | 1.0     | 1.0  | 0.0     | 0.0  | 0.0     | 0.0  | 0.999   | 0.999 |
| Season         | 1.0     | 1.0  | 0.0     | 0.0  | 0.0     | 0.0  | 0.999   | 0.999 |
| Weather        | 1.0     | 1.0  | 0.0     | 0.0  | 0.0     | 0.0  | 0.999   | 0.999 |
| Time of day    | 1.0     | 1.0  | 0.0     | 0.0  | 0.0     | 0.0  | 0.999   | 0.999 |
| Season         | 1.0     | 1.0  | 0.0     | 0.0  | 0.0     | 0.0  | 0.999   | 0.999 |
| Weather        | 1.0     | 1.0  | 0.0     | 0.0  | 0.0     | 0.0  | 0.999   | 0.999 |
| Time of day    | 1.0     | 1.0  | 0.0     | 0.0  | 0.0     | 0.0  | 0.999   | 0.999 |
| Season         | 1.0     | 1.0  | 0.0     | 0.0  | 0.0     | 0.0  | 0.999   | 0.999 |
| Weather        | 1.0     | 1.0  | 0.0     | 0.0  | 0.0     | 0.0  | 0.999   | 0.999 |
| Time of day    | 1.0     | 1.0  | 0.0     | 0.0  | 0.0     | 0.0  | 0.999   | 0.999 |
| Season         | 1.0     | 1.0  | 0.0     | 0.0  | 0.0     | 0.0  | 0.999   | 0.999 |
| Weather        | 1.0     | 1.0  | 0.0     | 0.0  | 0.0     | 0.0  | 0.999   | 0.999 |
| Time of day    | 1.0     | 1.0  | 0.0     | 0.0  | 0.0     | 0.0  | 0.999   | 0.999 |
| Season         | 1.0     | 1.0  | 0.0     | 0.0  | 0.0     | 0.0  | 0.999   | 0.999 |
| Weather        | 1.0     | 1.0  | 0.0     | 0.0  | 0.0     | 0.0  | 0.999   | 0.999 |
| Time of day    | 1.0     | 1.0  | 0.0     | 0.0  | 0.0     | 0.0  | 0.999   | 0.999 |
| Season         | 1.0     | 1.0  | 0.0     | 0.0  | 0.0     | 0.0  | 0.999   | 0.999 |
| Weather        | 1.0     | 1.0  | 0.0     | 0.0  | 0.0     | 0.0  | 0.999   | 0.999 |
| Time of day    | 1.0     | 1.0  | 0.0     | 0.0  | 0.0     | 0.0  | 0.999   | 0.999 |
| Season         | 1.0     | 1.0  | 0.0     | 0.0  | 0.0     | 0.0  | 0.999   | 0.999 |
| Weather        | 1.0     | 1.0  | 0.0     | 0.0  | 0.0     | 0.0  | 0.999   | 0.999 |
| Time of day    | 1.0     | 1.0  | 0.0     | 0.0  | 0.0     |      |         |       |

1           1. A television system comprising a display having an  
2           interactive interface for displaying a personal channel for  
3           the television viewer, said display being controllable by a  
4           computer through a remote control to invoke a personal channel  
5           featuring selective programs for an individual television  
6           viewer, said selective programs being programmed into said  
7           personal channel of said television system by at least one of  
8           the following techniques: (i) through explicit information  
9           provided by the television viewer; (ii) through passive  
10          information, wherein the system observes what the television  
11          viewer is watching and automatically develops a profile; (iii)  
12          through collaborative filtering by observing what programs  
13          others in a household of the television viewer have developed  
14          in their personal channel; and (iv) through a combination of  
15          all of the above.

1           2. The television system in accordance with claim 1,  
2           wherein said remote control has means for scrolling about said  
3           display.

1           3. The television system in accordance with claim 1,  
2           wherein said remote control has means for controlling the  
3           splitting of the display.

1           4. The television system in accordance with claim 1,  
2           wherein said remote control has means for controlling the  
3           recording of a television program.

1           5. A television system comprising a display having an  
2           interactive interface for displaying a personal channel for  
3           each member in a household of a television viewer, said  
4           display being controllable by a computer through a remote  
5           control to invoke said personal channels featuring selective  
6           programs for each individual television viewer, said selective  
7           programs being programmed into said personal channel of said  
8           television system by at least one of the following techniques:  
9           (i) through explicit information provided by each television  
10          viewer; and (ii) through passive information wherein the  
11          system observes what each television viewer is watching and  
12          automatically develops a profile.

